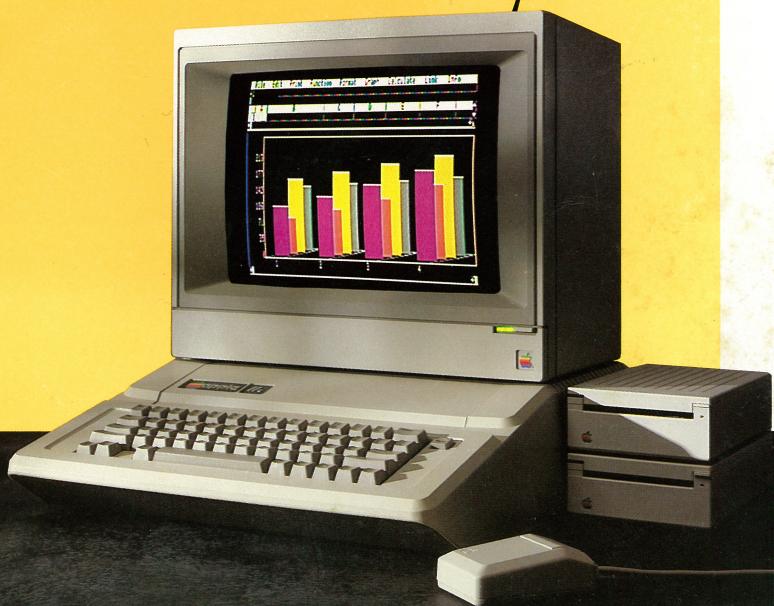




Surprisingly,
most people
buy an Apple IIe
because there
are some things
money can't buy.





Like a proven past.

Power can mean all sorts of things to a personal computer: speed, memory, software, graphics, expansion, and ease of use, to name a few.

But there's another kind of power you should know about.

Staying power.

And there's no better example of it than the Apple® IIe personal computer.

In a day when new computers come and go more often than trains, it's reassuring to know that the Apple II has been around for 10 years—longer than any other personal computer.

Where does it get such staying power?

From the people on this page. And the more than 2,780,833 others who own an Apple II.

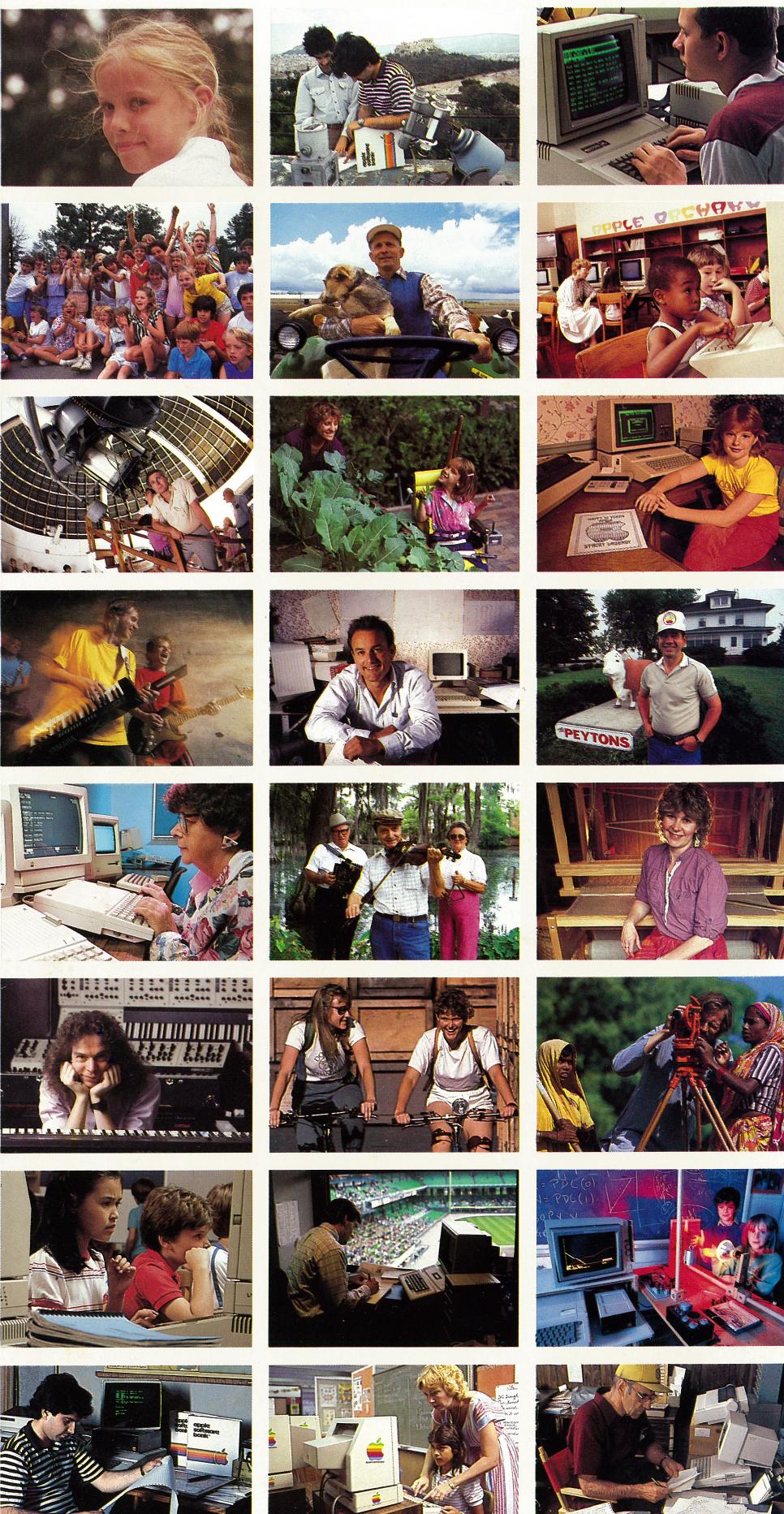
A million moms and dads. Students and teachers. Managers and microbiologists. Together, they've made the Apple IIe the world's most popular personal computer.

There are Apple IIe's in living rooms, factories, offices, hospitals, and libraries. In education alone, you'll find more IIe's—from grade school to grad school—than all other computers combined.

And if there's one thing so many people using so many Apple computers for so many years has proven, it's this:

There's no way you can outgrow an Apple IIe.

On the other hand, there are plenty of ways to make one grow. As you're about to see.



A limitless future.

Right out of the box, the Apple IIe is well equipped to handle all manner of tasks. For starters, we've blessed



it with 128 kilobytes of memory; more than enough to breeze through thousands of powerful software programs.

You'll feel instantly at ease with the IIe keyboard, because it looks and feels much like that of a standard typewriter. Except for a few special keys that perform time-saving functions you've never seen from a typewriter.

The Apple IIe also provides you with a built-in speaker for music and special effects. Built-in 80-column-text capabilities for word processing. And built-in graphics for colorful charts and drawings.

But that's just the start.

Because tucked under the IIe's lid, you'll also find seven expansion slots. Which means that whenever your needs expand, so can your Apple.

In all the ways you see behind this page. And dozens more.





Apple II Memory Expansion Card

Just plug it into one of the IIe's slots, and you can have from 256 kilobytes to a full megabyte (1,024 kilobytes) of extra memory at your beck and call. And for the truly power hungry among you, there are cards that add still more memory.

Apple II SCSI Interface Card

Another reason your IIe will never fall behind the times. Small Computer System Interface (SCSI) is the new standard for peripherals, now and into the future. With this card, you can connect several peripherals in a "daisy chain"—all through a

single slot in your IIe. What's more, your data will be moving to and from those peripherals up to six times faster than it would through an ordinary serial port.

Apple Personal Modem

This 300/1200-baud modem will put you on speaking terms with computers all over the world. Just plug it into an ordinary wall socket and phone line. Then add appropriate software to go shopping, do your banking, make airline reservations, keep an eye on Wall Street, send electronic mail, or let your kids explore a

universe of educational resources—all without leaving your chair.

AppleMouse IIe

Want to open a new file? Change a word? Draw a picture? Print a letter? No problem, with an AppleMouse™ IIe and appropriate software. Instead of typing keyboard commands, just use this small rolling box to move a pointer on the screen. Instantly, your wish is the IIe's command.

UniDisk

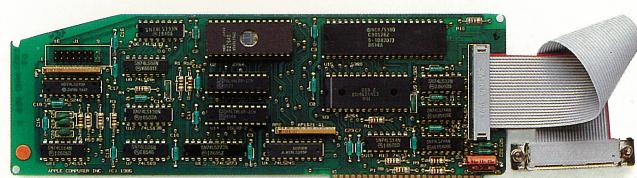
This high-quality drive runs all 5.25-inch Apple II software—no small feat when you consider the



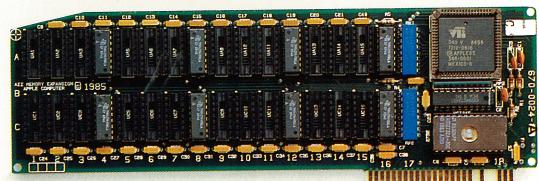
AppleMouse IIe



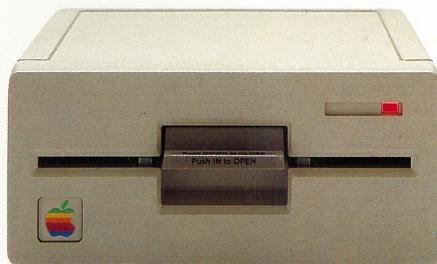
Apple Personal Modem



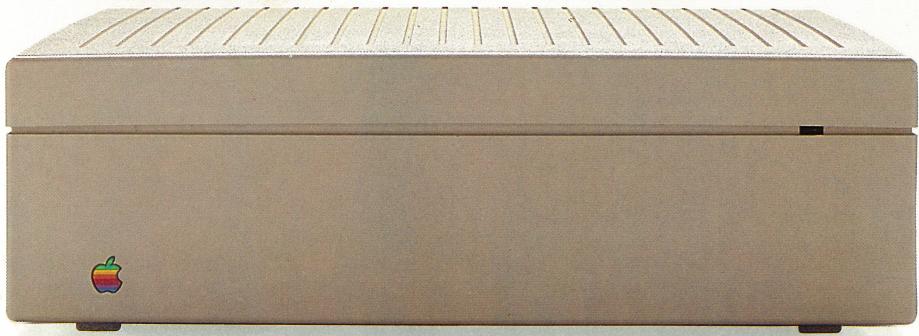
Apple II SCSI Interface Card



Apple II Memory Expansion Card



UniDisk



Apple Hard Disk 20SC



UniDisk 3.5

thousands of programs available. Or it can store up to 140 kilobytes of data. There's also a connection for plugging in a second UniDisk™ (or UniDisk 3.5) drive, and an in-use light that lets you know your UniDisk is running.

UniDisk 3.5

Don't let its size fool you. This powerful drive lets you fit 800 kilobytes of data onto a single 3.5-inch disk—more than five times the capacity of a 5.25-inch disk. That extra capacity also means you can store several programs (about 400 pages of text) on each disk.

UniDisk 3.5 is faster than 5.25-inch drives, too. So you can open a file, save a letter, or change the program you're working with in record time.

Apple Hard Disk 20SC

If you have a lot of information to store, this is the place to do it. A capacity of 20 megabytes (that's about 10,000 pages worth) lets you keep all your applications and files in one central location. And because it works through the Apple II SCSI Interface Card, you can access data up to six times faster than with a 5.25-inch disk drive.

ImageWriter II

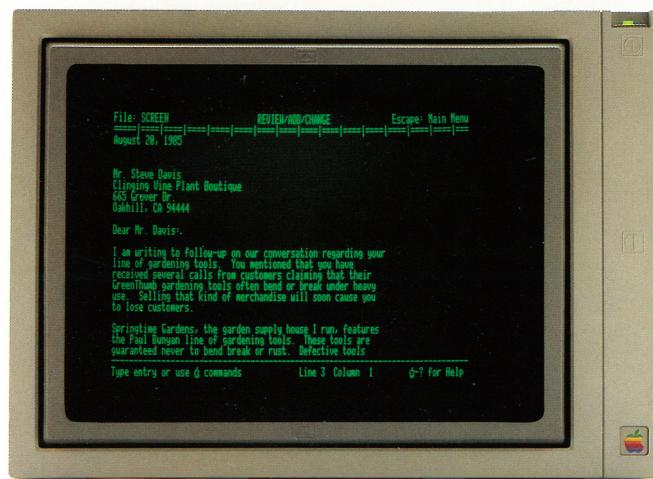
There's not a more versatile printer made today: One moment it's turning out drafts at the rate of 2½ pages per minute; the next it's quietly producing documents of near-letter quality. Just by switching the ribbon and using the appropriate software, you can even print full-color graphics. There's an optional SheetFeeder attachment that automatically feeds letterheads and personal stationery into the ImageWriter™ II. And a 32K Memory Option that lets you continue to work on your IIe while the ImageWriter II is printing.



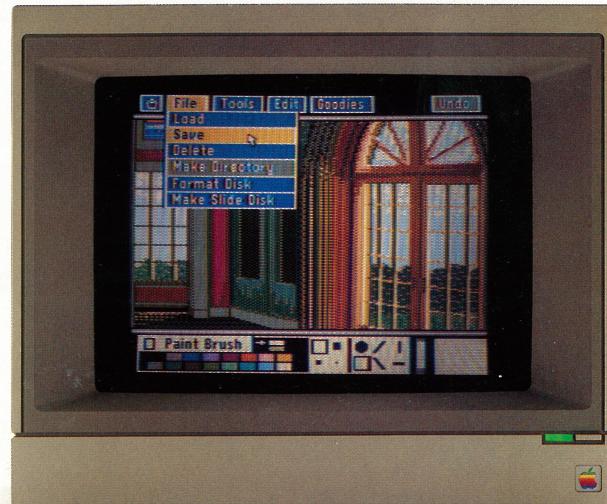
ImageWriter II



Numeric Keypad IIe



Monitor II



ColorMonitor IIe

Monitor II

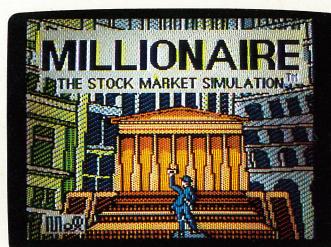
A high-resolution, 12-inch monitor that's ideal for long stretches of work because it's so easy on your eyes. It features a black and green display, sharp graphics, 80-column-text capability, and a nonglare, tilt-adjustable screen.

ColorMonitor IIe

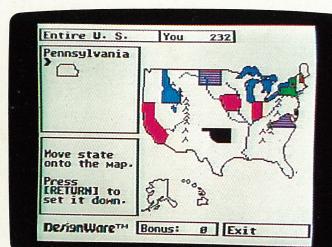
It's like having two monitors inside one box. Push a button, and you're working with a high-resolution, 80-column, 13-inch monochrome monitor. Push it again, and watch the screen come alive with your favorite color software. For entertainment, education, and even the most serious of business tasks, this is the one (and only) monitor you need.

Numeric Keypad IIe

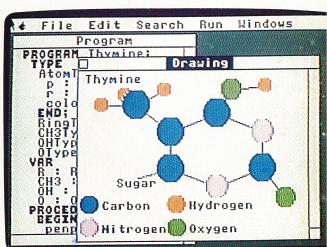
Better than a calculator, because this keypad attaches to your Apple IIe. Which means you can use it for much more than adding and subtracting: update the monthly budget, balance your checking account, move figures around a spreadsheet, and on and on.



Strike it rich on Wall Street with Millionaire.



Take your kids traveling with States and Traits.



Write your own programs with Instant Pascal.



Fly behind the cockpit of Flight Simulator.



Put color pictures on paper with Stickybear Printer.



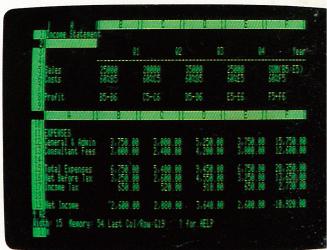
Page after page of fun and games for kids: Microzine.



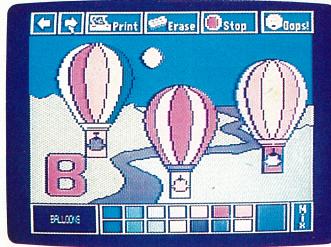
Bring your drawings to life with Animate.



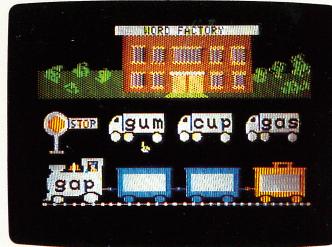
Make your own greeting cards with Print Shop.



Crunch numbers fast with SuperCalc 3A.



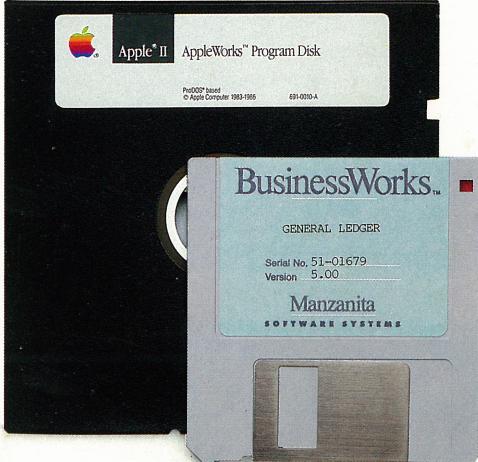
Colorful pictures are child's play with Electric Crayon.



Make learning to read fun with Reader Rabbit.



Kids try to make the right connections in Pipeline.



The world's largest library of software comes in two sizes: 5.25-inch and 3.5-inch disks.

10,000 and still counting.

You've just read about some of the ways an Apple IIe can grow.

Now we'd like to tell you about more than 10,000 others.

That's how many software programs have already been written for the Apple IIe. So no matter what kind of interests you have, or what kind of work you do, there's bound to be an Apple II program that's perfect for you.

Make that several programs.

Because the simple truth is that Apple IIe software programs already outnumber those of any other personal computer. And hundreds more are being introduced all the time.

If you don't believe us, ask your kids. Since they probably use an Apple IIe at school, they already know there are programs covering every subject—including recess.

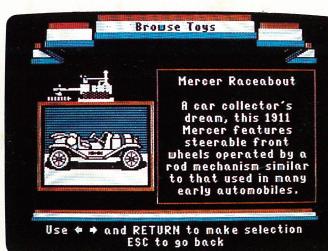
Preschoolers can learn about colors and shapes with Stickybear Shapes. And the alphabet from



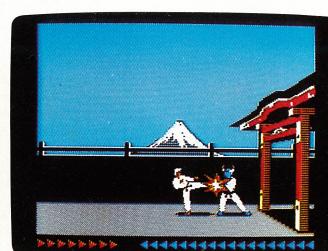
Compose yourself with Music Construction Set.



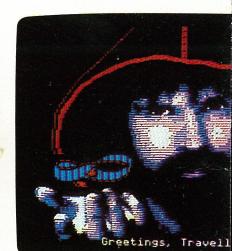
Put away the fingerpaints and bring out Color Me.



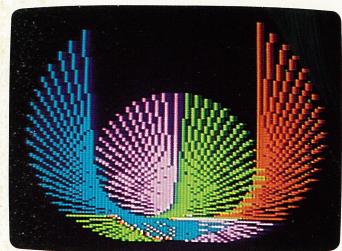
Design a four-wheeled fantasy with Car Builder.



Can you beat the karate masters of Karateka?



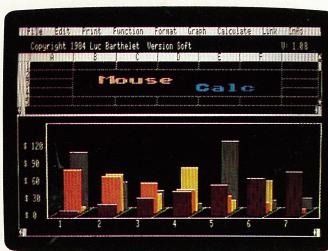
And more.



Computer programming made easy: Apple Logo II.



Control house lights and alarms with X-10 POWERHOUSE.



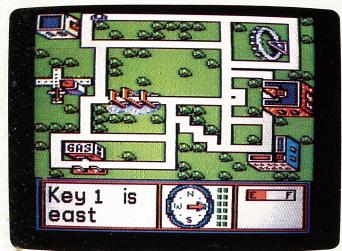
Get a grip on the household budget with MouseCalc.



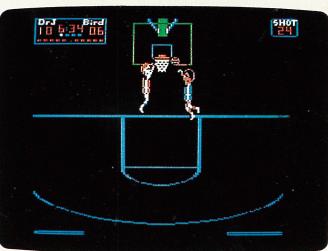
Get down to business with AppleWorks.



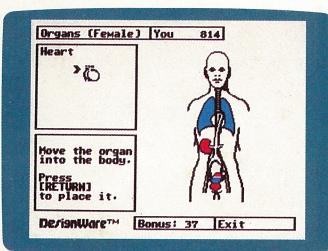
And more.



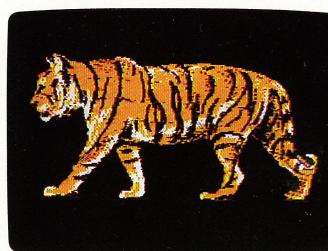
Can your kids find their way out of Town Builder?



It's Larry Bird vs. Dr. J in a game of One-on-One.



Kids get an inside look at The Body Transparent.



Anyone can be an artist with Dazzle Draw.



And more.



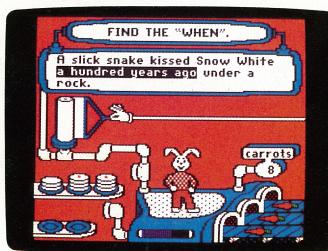
Fight it out in the wild blue yonder with SkyFox.



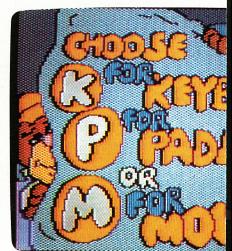
Can you solve Where in the U.S. is Carmen SanDiego?



The gang's all here in Walt Disney Comic Strip Maker.



Kids learn to write right with Writer Rabbit.



And more.

Charlie Brown's ABC's. In grade school, they'll put those ABC's to use with Reader Rabbit, and conquer the basics of arithmetic with Math Blaster.

Preteens can learn to speak French, read music, or even write their own computer programs. While high school students can use Barron's Computer Study Program for the SAT to get an edge on their college boards.

But enough about kids. Let's move

on to a more adult subject.

You.

Whether you're running a business or raising a family, an Apple IIe can help. In more ways than we have room to describe.

But just to whet your appetite:

You can plan your taxes. Write your representative. Balance your budget. Forecast your profits. Figure your house payments. Schedule your week. Design your newsletter. Check your spelling. Pay your bills. Manage your stocks.

Then if you're up for some fun, challenge your family to the mystery of "Where in the U.S. is Carmen SanDiego?"

Granted, nobody needs all of the 10,000 programs made for the Apple IIe. But mark our words: the more you use a IIe, the more projects you'll want to use it for.

Your interests will grow. Your kids will grow. Your needs will grow.

And over time, so will your stack of software.

And all the help you need today.

Let's say you just bought a personal computer. You take it home, open the box, and pull it out.

Now what?

Good question. Unfortunately, most computers don't offer much of an answer. Once you leave the store, you're pretty much on your own.

But with an Apple IIe, you'll have help every step of the way.

You'll get off to a quick start.

Put away your toolbox. Because once you pull your new IIe out of its box, you're about 60 seconds from having it up and running. Just plug in a cord or two, and switch it on.

Honest, that's it.

In fact, the only things that don't connect with a plug-in cord are the plug-in cards (as in "interface cards") you can buy for your IIe.

Now, here's another plug for the IIe's simplicity:

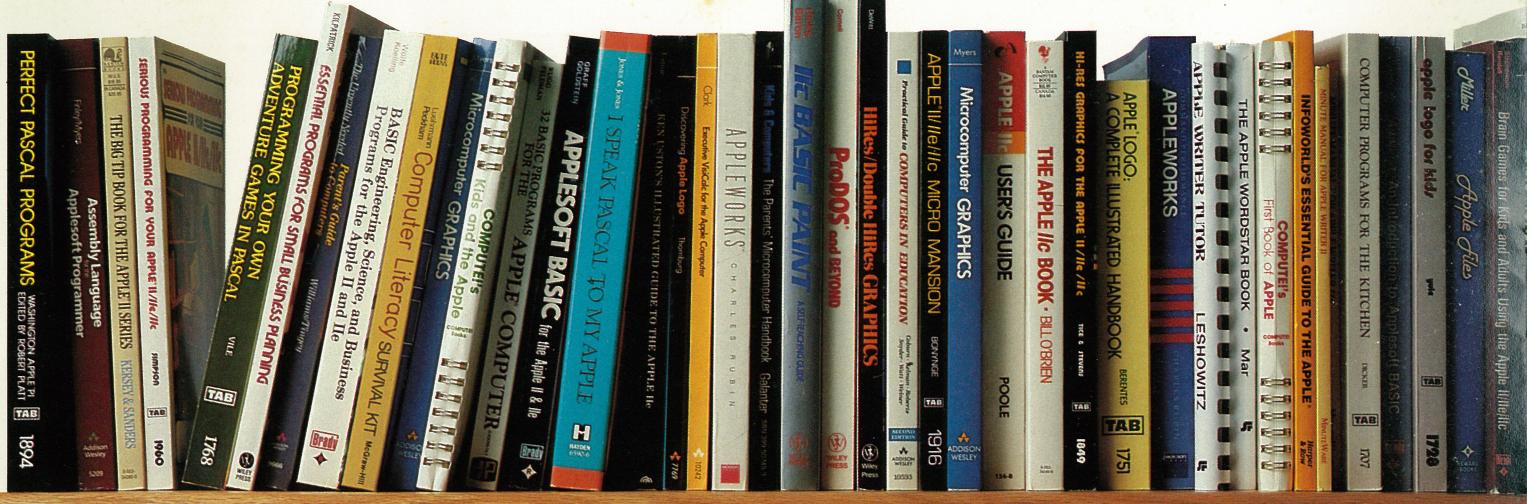
It'll introduce itself to you.

In just one short evening, you and your new Apple IIe will become the closest of friends.

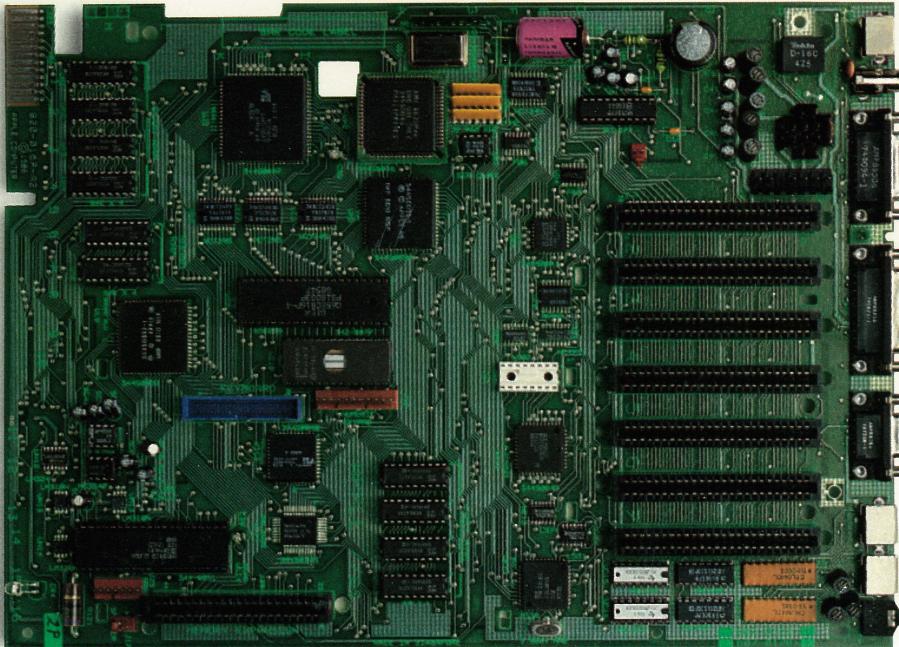
To bring you two together, we've packed the IIe with a free set of disk tutorials. They'll give you a proper introduction to your computer, demonstrate how things work, and even test your newfound skills. So you'll learn by doing, not by reading.





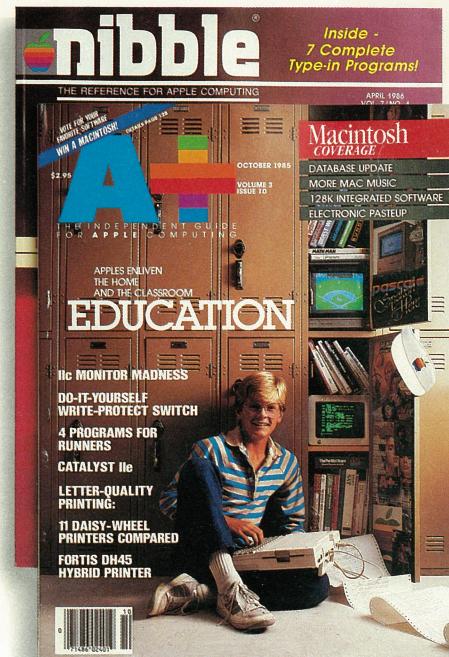
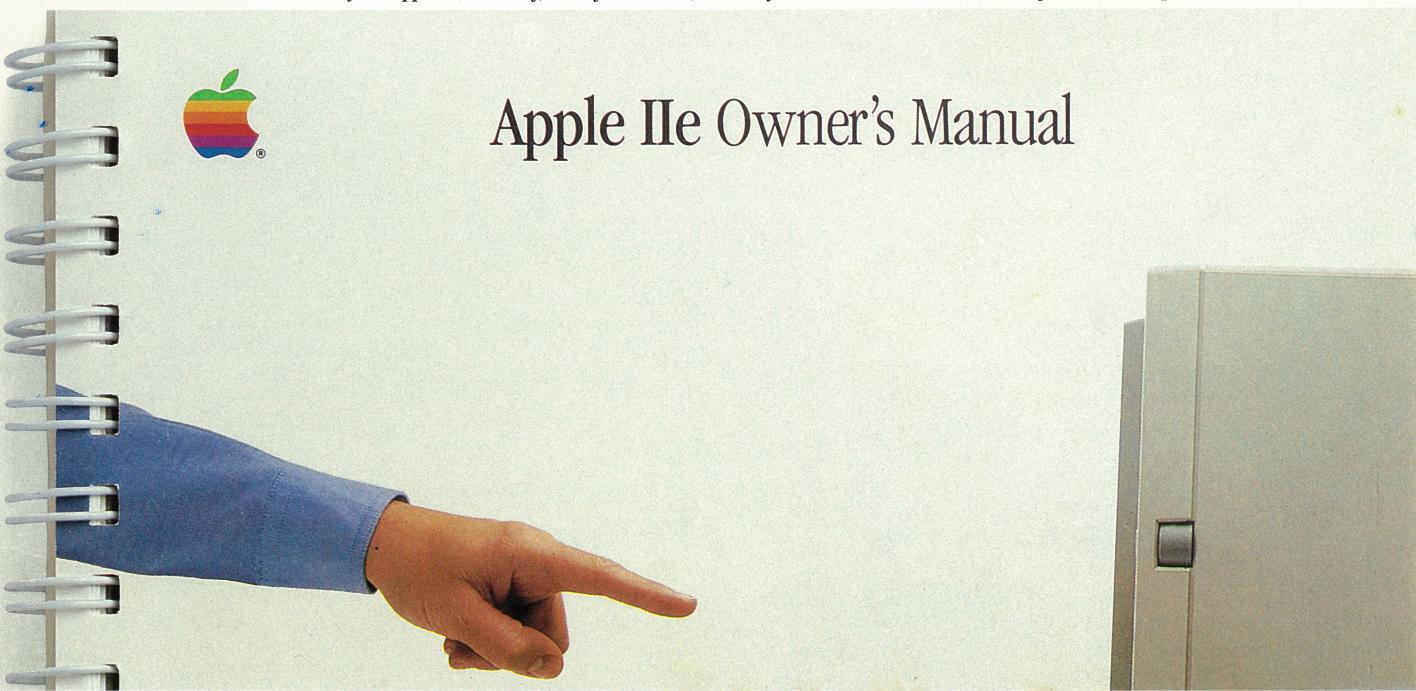


Want to learn how to write your own software programs? That's just one of the subjects covered in the growing library of Apple II books.



You'll never outgrow your Apple IIe, thanks to all the ways it can be expanded, modified, enhanced—even upgraded to have all the powers of an Apple IIGS.™

The manuals that come with your Apple IIe are brief, clearly illustrated, and easy to read. In other words, nothing like most computer manuals.



Choose from a wide range of magazines to keep current on the latest Apple software, accessories, and news.



An Apple User Group is the perfect place to pick up new tips, exchange ideas, and make a friend or two.

Even so, you'll be pleased to see that the manuals for your IIe are written in—saints be praised!—plain, simple English.

Read all about it.

As little effort as it takes to become an expert with an Apple IIe, it takes even less effort to remain one.

Just visit your nearby Apple dealer (or any good bookstore), and you'll discover a vast library of magazines and books written especially for Apple II owners. With helpful tips, new techniques, and all sorts of news about all sorts of products.

There are even publications that list, describe, and review the latest and greatest Apple II software.

Join the club.

If it's human contact you crave, we can direct you to the nearest Apple User Group. There you'll meet people of all levels of experience, pick up scads of helpful ideas, and have some fun to boot.

You have a friend in the business.

From the moment you become an Apple owner, your greatest source of support—moral and otherwise—is likely to be the same place where it all began: Your authorized Apple dealer's.

If you ever have a problem, *any* problem, your authorized Apple dealer will help you solve it. Even if it means getting assistance directly from Apple.



Authorized Dealer

Nobody knows more about the Apple IIe than your authorized Apple dealer. Look for this sign. There's sure to be one near you.



For less than the average cost of a single repair, you can protect your new system with an AppleCare service plan.

Participating authorized Apple dealers are also fully qualified to service, upgrade, and demonstrate any Apple product. They'll provide training, if you want it. And they can offer you a low-cost, extended service plan called AppleCare® for your new IIe and Apple peripherals.

Which makes your decision as simple as this:

You could buy a computer with lots of features. Or you could buy an Apple IIe: a computer with lots of features, *and* a proven past, *and* a limitless future, *and* plenty of support from Day One. In other words, all the things money can't buy.

Now, for all those things money can buy.

One thing we just can't bear to see is people walking out of an Apple dealer's door empty-handed.

Even if that's how they walked in.

That's why we offer this nifty piece of plastic, called the Apple Credit Card.

It's worth up to \$2,500 of instant credit. With no money down, and monthly payments you can live with.

Just ask your authorized Apple dealer for an application. If you qualify, you can

actually take home your new Apple IIe system the same day.

Apple Credit.

Aside from cash, it's the most affordable way we can think of to buy one of the most affordable computers we know of.



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